MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

BMR1014 – FUNDAMENTALS OF MARKETING

(All sections / Groups)

1st of June 2017
9.00 a.m. to 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages with 7 questions.

2. Answer **ALL** questions in Section A and Section B. Marks distribution for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Section A - Answer ALL questions in this section (50 marks)

Question 1

Discuss needs, wants and demands in the context of marketing with relevant examples.

(10 marks)

Question 2

Briefly explain the concepts of segmentation, targeting, differentiation and positioning in marketing.

(10 marks)

Question 3

Sketch and explain the three levels of product that illustrates the delivery of core value to customers.

(10 marks)

Question 4

Differentiate marketing-penetration and market-skimming pricing strategy.

(10 marks)

Question 5

Explain consumerism and three traditional buyers' rights.

(10 marks)

Continued...

Section B - Answer ALL questions in this section (50 marks)

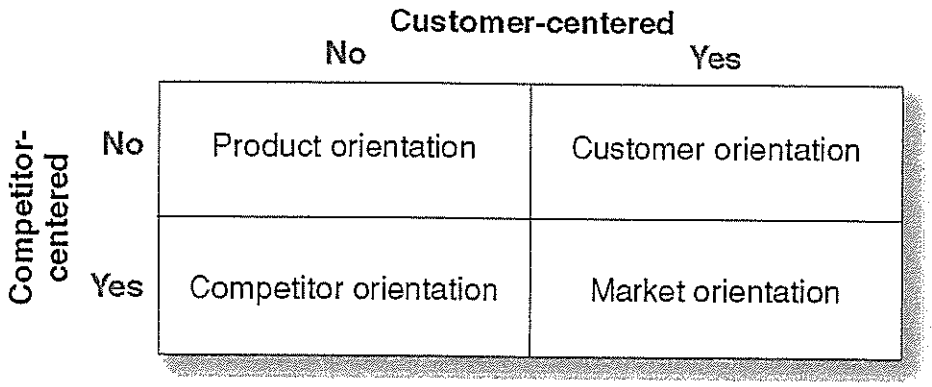
Question 6

Explain the macroenvironment of a company with relevant illustrations or examples. You may explain your answers in relation to a company known to you.

(25 marks)

Question 7

Companies that are purely product-centered may not be competitive in the market. Discuss each quadrant in the matrix below, and explain which one you would recommend for a technology-based company to pursue.



(25 marks)

End of Question Paper.